



Planning Commission Study Session

TO: PLANNING COMMISSION

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MEETING DATE: MARCH 7, 2018

SUBJECT: REDEVELOPMENT PLAN UPDATE

REQUEST

History

The Town is currently working on updating the Redevelopment Plan for the Heritage District which is now 10 years old. Special focus for this update will include looking at improvements to parking and traffic circulation, wayfinding, waste management, pedestrian and bicycle connectivity, land use, arts and special events.

In September 1991, the Gilbert Town Council adopted the first Heritage District Redevelopment Plan. The plan outlines key issues, challenges, and opportunities. The plan serves as the Town's guiding document for prioritizing budgetary needs and key activities to support growth and redevelopment.

The previous Redevelopment Plans (1991, 2001 and 2008) have focused on five goals and 23 objectives, of which, have not undergone a substantial change in the last 25 years:

- Promote quality urban design with emphasis on small town historical character
- Improve economic viability of downtown
- Promote reinvestment and attract new development
- Improve pedestrian and vehicular circulation for safe pedestrian environment
- Promote downtown as symbolic and cultural center of community

Scope

The objective for the 2018 Redevelopment Plan Update is to identify and prioritize short, middle, and long-term goals for the next 10 years. In addition, this Redevelopment Plan Update will include a chapter which will serve as a land use plan for Town of Gilbert owned land within the District.

1. Assess the Heritage District boundaries as they exist today and make recommendations regarding confirmation of or redefining of the redevelopment area boundaries.
2. Develop goals, identify infrastructure, budgetary needs and staff related tasks for the areas of focus :
3. Identify creative funding solutions that encourage redevelopment (such as grants, partnerships, or legislative tools/programs).
4. Provide recommendations regarding whether the Heritage District should evolve into a Business Improvement District and, if necessary, determine appropriate timing.
5. Development of a Heritage District management strategy and clear definition of the Town's role.
6. Examine the Gilbert Tourism Five Year Strategic plan and identify associated tasks for the Heritage District.
7. Examine the Economic Development Five Year Strategic and identify associated tasks for the Heritage District.
8. Review past Heritage District Capital Improvement Projects, examine current Capital Improvement Projects and confirm timing, and determine if there are additional infrastructure needs that should be requested.
9. Evaluate potential for unique Heritage District branding and provide recommendations.
10. Placemaking strategy for the Heritage District to coincide with the overarching goals.
11. Review of redevelopment commission powers and duties. Make recommendations accordingly based on other national redevelopment commission best practices.
12. Identify an implementation strategy of action items, timing and budgetary impacts.
13. Create a plan for Town-owned land which includes:
 - Locations for commercial, housing and mixed-use development
 - Locations for open space, recreational areas, and parks
 - Demonstration of opportunities for density
 - Notations of any environmental, historic and cultural resources that the Town should be aware of

Timeline

Preparations for the project started in January 2015 with community outreach and engagement efforts. These included community meetings, community stakeholder groups, one-on-one meetings with business and property owners, Town Council study sessions, consultant studies, and a Heritage District survey that received over 4,000 responses. The project started in November 2017. The draft Redevelopment Plan is expected to be completed in June 2018,

reviewed by Council at its fall retreat in September 2018, and formally approved shortly thereafter.

To date, two public workshops have been held and the process is still in the conceptual phase. The Town will hold a minimum of two additional public workshops including one on Tuesday, April 3 at 6:30 pm at the University Building (92 W. Vaughn Avenue).

The Town is encouraging those who were unable to attend Public Workshop #2 on January 30 to watch the video recap online and fill out the online feedback form. Public meetings, FAQs, Scope of Work and Contact information can be found at www.gilbertaz.gov/HDUpdate.

Respectfully submitted,

Amanda Elliott
Redevelopment Administrator